

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

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|----------------------|----------------------------------|------------|
| In re application of | |) |
| | |) |
| | John Peter Johnson |) |
| | |) |
| Serial No.: | 10/554,306 |) Art Unit |
| | |) 2424 |
| Filing Date: | October 4, 2005 |) |
| | |) |
| Confirmation No.: | 4679 |) |
| | |) |
| For: | SYSTEM FOR BROADCASTING TARGETED |) |
| | ADVERTISEMENTS |) |
| | |) |
| Examiner: | Farzana E. Hossain |) |

TRANSMITTAL FOR REQUEST FOR CONTINUED EXAMINATION

Mail Stop RCE
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Sir:

This is a Request for Continued Examination (RCE) under 37 CFR § 1.114 for the above-identified application.

A. Instructions and Averments

___ Enter the Amendment ___ under 37 CFR § 1.116, previously filed on _____.

X This application is entitled to Small Entity Status under 37 CFR §§ 1.9 and 1.27.

B. Enclosed

X An Amendment "E" and Response for entry in the present application.

X To render this RCE timely filed, enclosed is a Petition for a One Month Extension of Time.

C. Payments

X Electronic Payment Form submitting payment in the amount of \$574.00 is enclosed to cover the following fees:

X the \$405.00 RCE filing fee pursuant to 37 CFR § 1.17(e);

X the \$104.00 fee for four additional dependent claims; and

X the \$65.00 petition fee for the one month extension of time

___ Please debit Deposit Account No. 23-3178 in the amount of \$___ for the government filing fee.

X The Commissioner is hereby authorized to charge payment of the following fees associated with this communication or credit any overpayment to Deposit Account No. 23-3178.

X Any additional filing fees required under 37 CFR § 1.16.

X Any patent application processing fees under 37 CFR § 1.17.

X Any fees required under 37 CFR § 1.20(d).

___ The issue fee set forth in 37 CFR § 1.18 at or before mailing of the Notice of Allowance, pursuant to 37 CFR § 1.311(b).

___ A duplicate copy of this letter is enclosed.

Please address all future correspondence in connection with the above-identified patent application to the attention of the undersigned.

Dated this 19th day of September 2011.

Respectfully submitted,

/Scott A. Woodbury/ Reg. # 55743
SCOTT A. WOODBURY

Attorney for Applicant
Registration No. 55,743
Customer No. 022913
Telephone No. 801.533.9800

SAW:cad